

ABSTRAK

Lina Syifa, 1940410002, Pemberdayaan Masyarakat Islam melalui *Home Industry* Bandeng Presto di Desa Dukutalit Kecamatan Juwana Kabupaten Pati, Fakultas Dakwah dan Komunikasi Islam, IAIN Kudus 2023.

Penelitian ini bertujuan untuk mengetahui proses pemberdayaan masyarakat Islam yang dilakukan oleh *home industry* bandeng presto, serta faktor pendukung dan penghambat. Penelitian ini menggunakan jenis penelitian lapangan (*field research*) dengan pendekatan kualitatif deskriptif, dimana dalam penelitian ini peneliti secara langsung menggali informasi di lokasi penelitian yaitu Desa Dukutalit, Kecamatan Juwana, Kabupaten Pati. Adapun teknik pengumpulan data dalam penelitian ini menggunakan metode observasi, wawancara dan dokumentasi.

Hasil penelitian dalam penelitian Pemberdayaan Masyarakat Islam melalui *Home Industry* Bandeng Presto bahwa proses pemberdayaan masyarakat Islam di Desa Dukutalit Kecamatan Juwana Kabupaten Pati melakukan tiga tahapan proses pemberdayaan di antaranya yaitu peningkatan kesadaran; pelatihan dan pendampingan; dan pemasaran. Terdapat faktor pendukung dan faktor penghambat selama proses pemberdayaan tersebut. Adapun faktor pendukung dalam proses pemberdayaan masyarakat Islam melalui *home industry* bandeng presto yaitu terciptanya lapangan pekerjaan; peningkatan pendapatan keluarga; dan dukungan dari masyarakat. Sedangkan, faktor penghambat dalam proses pemberdayaan masyarakat Islam melalui *home industry* bandeng presto yaitu bahan baku; dan kurangnya adanya kesadaran.

Kata kunci : Pemberdayaan Masyarakat Islam

ABSTRACT

Lina Syifa, 1940410002, Empowerment of Islamic Communities through Home Industry Bandeng Presto in Dukutalit Village, Juwana District, Pati Regency, Faculty of Islamic Da'wah and Communication, IAIN Kudus 2023.

This study aims to determine the process of empowering Islamic communities carried out by the home industry bandeng presto, as well as supporting and inhibiting factors. This research uses a type of field research with a descriptive qualitative approach, where in this study researchers directly explore information at the research location, namely Dukutalit Village, Juwana District, Pati Regency. The data collection technique in this study uses the o method.

The results of research in the research on Islamic Community Empowerment through the Bandeng Presto Home Industry that the process of empowering Islamic communities in Dukutalit Village, Juwana District, Pati Regency carried out three stages of the empowerment process, including increasing awareness; training and mentoring; and marketing. There are supporting and inhibiting factors during the empowerment process. The supporting factors in the process of empowering Islamic communities through the presto milkfish home industry are the creation of jobs; increase in family income; and support from the community. Meanwhile, the inhibiting factors in the process of empowering Islamic communities through the presto milkfish home industry are raw materials; and the absence of awareness.

Keywords: Islamic Community Empowerment